

**EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this Examiner's Amendment was given in a telephone interview with Ronald Schoenbaum on Tuesday, April 21, 2009.

**AMENDED CLAIMS**

Please **AMEND** the following claims: 1, 2, 49, 50, 55, and 56.

1. (CURRENTLY AMENDED) A web site system, comprising:
  - a web server system that is responsive to requests from online users by generating and returning web pages, said web server system comprising one or more machines, and comprising wherein the web server system includes one or more applications that generate personalized content for recognized users based on browse histories of such users; and
    - an event history server that persistently stores event data descriptive of events that occur during browsing sessions of each of a plurality of users of the web server system, wherein the event history server stores the event data substantially as corresponding events are reported to the event history server by the web server system, and makes such event data available in real time to the one or more applications to facilitate personalization of web pages for the users;

wherein the event history server implements a query interface through which the one or more applications retrieve the event data associated with particular users at least by event type and event time of occurrence, and the event history server is capable of responding to a query submitted by an application via said query interface by identifying particular events that match event criteria included in said query, and by returning the event data for said particular events;

wherein the event history server records the event data for a given event as an event object, each event object being separately retrievable via said query interface:

and wherein the web server system uses the event data retrieved by the one or more applications via said query interface to generate personalized web pages for transmission to users.

2. (CURRENTLY AMENDED) The web site system of Claim 1, wherein the ~~event history server records the event data for a given event as an event object that includes at least the following: an event type identifier, an event value, and a time stamp, each event object being separately retrievable via said query interface.~~

49. (CURRENTLY AMENDED) The web site system of Claim 1, wherein the event history server stores separate event objects for each of a plurality of respective events that occur during a user's browsing session, each ~~event object of said separate event objects~~ being a separately retrievable entity that is retrievable via the query interface.

50. (CURRENTLY AMENDED) The web site system of Claim 49 Claim 1, wherein each event object includes an event type identifier indicating a type of an associated event.

55. (CURRENTLY AMENDED) A method performed by a web site system that comprises one or more machines, said web site system including a web server system that is responsive to requests from users by generating and returning web pages, said web server system including one or more applications that generate personalized content for recognized users based on browse histories of such users, the method comprising:

reporting event data from the web server system to an event history server, said event data descriptive of events that occur during browsing sessions of each of a plurality of users of the web server system;

storing the event data on the event history server substantially as the corresponding events are reported to the event history server by the web server system, and making such event data available in real time to the one or more applications to facilitate personalization of web pages for the users, wherein storing the event data on the event history server comprises storing separate event objects on the event history server for respective events, each event object being separately retrievable;

with the one or more applications, retrieving, from the event history server, the event data associated with particular users, wherein the one or more

applications retrieve the event data at least by event type and event time of occurrence via a query interface of the event history server, wherein the event history server responds to a query submitted by an application via said query interface by identifying particular events event objects that match event criteria included in said query, and by returning the event data for said particular events identified event objects; and

with the web server system, using the event data retrieved by the one or more applications via said query interface to generate personalized web pages for transmission to users.

56. (CURRENTLY AMENDED) The method of Claim 55, wherein storing the event data on the event history server comprises storing a separate event object for each of a plurality of user selection actions performed by a user during a browsing session, ~~each event object being separately retrievable via said query interface.~~

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BARBARA N. BURGESS whose telephone number is (571)272-3996. The examiner can normally be reached on M-F (8:00am-4:00pm).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ario Etienne can be reached on (571) 272-4001. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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April 21, 2009

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